

theTradeDesk® Fact Sheet

Leadership Team



Jeff Green
Chairman, CEO
& Founder



Dave Pickles
CTO, Founder
& Director



Tim Sims
Chief Revenue
Officer



Blake Grayson
Chief Financial
Officer



Michelle Hulst
Chief Data
Officer



Naseem Tuffaha
Chief Growth
Officer



Jay Grant
Chief Legal
Officer



Ian Colley
EVP and Chief
Marketing Officer



**Samantha
Jacobson**
EVP and Chief
Strategy Officer



Jed Dederick
EVP and Chief
Client Officer

The Trade Desk is changing the way global brands and their agencies advertise to audiences around the world. Our mission is to transform media for the benefit of humankind by helping brands deliver a more insightful and relevant ad experience to consumers — and setting a new standard for global reach, accuracy, and transparency.

Our cloud-based, data-driven platform helps our customers reach their customers with targeted display, video, Connected TV, audio, native, and social ads across every device. And our Enterprise APIs lets advertisers customize our software to meet their needs.

Board of directors

Jeff Green, Chairman, CEO, & Founder
Lise Buyer, Founder & Managing Partner, Class V Group
Andy Cunningham, President, Cunningham Collective
Kate Falberg, Board Member and Investor
Eric Paley, Managing Partner, Founder Collective
Dave Pickles, CTO, Co-Founder & Director
Gokul Rajaram, Caviar Lead, DoorDash
David Wells, Board Member and Advisor

Financials

Revenue \$1,196.5B in
FY21, up 43% over FY20

Net Income \$455.6MM in
FY21, up 36% from FY20

Offices

Ventura (HQ)	New York City
Bellevue	Paris
Boulder	San Francisco
Chicago	San Jose
Denver	Seattle
Detroit	Seoul
Hamburg	Shanghai
Hong Kong	Singapore
Irvine	Sydney
Jakarta	Tapei
London	Tokyo
Los Angeles	Toronto
Madrid	

Employees

2,000+ worldwide

Contact Us

thetradedesk.com
info@thetradedesk.com



Clients

The Trade Desk helps advertisers around the world plan, launch, and optimize digital advertising campaigns with industry-leading results. Clients include advertising agencies and trading desks, brands and marketers, and businesses offering new services in real-time-bidding.

We provide a wide scope of resources and support to empower our clients, including a comprehensive eLearning curriculum covering introductory to advanced topics in programmatic advertising. And our commitment to client success is at the heart of everything we do -- with more than 95 percent client retention that previous six years.

Company Culture

We're uncompromising when it comes to prioritizing our people and our culture above all else. The values we share as a company — including grit, generosity, and openness — are not only at the heart of who we are, but also define how we do business. That's why we're proud to be recognized year after year as one of the best places to work by numerous organizations and media outlets.

Awards and Industry Accolades

- Leader, Quadrant Spark Matrix: Ad Tech Platform Report, 2022
- Customers' Choice for Ad Tech on Gartner® Peer Insights™, 2022
- BIG Innovation Award for Technology Product, 2022
- Top Women in Media & Ad Tech, 2022
- Leader, Gartner Magic Quadrant for Ad Tech, 2021 (third year in a row)
- Gartner® Peer Insights Customers' Choice for Ad Tech, 2020
- #1 in Campaign Piloting, Gartner Critical Capabilities 2021 report
- #1 in Media Plan Creation, Gartner Critical Capabilities 2021 report
- #1 in Campaign Result Analysis, Gartner Critical Capabilities 2021 report
- Forbes 2022 Global 2000 list
- Fortune Future 50 List
- Fortune's 100 Fastest Growing Companies of 2021
- Fortune's 100 Best Medium Workplaces, five years in a row
- Fortune's Best Workplaces in New York, four years in a row
- BuiltIn 100 Best Large Companies to Work For
- Top 100 Software Companies of 2021
- Great Places to Work's Best Medium Workplaces in the U.K., 2020
- Great Places to Work's Best Workplaces in Hong Kong, 2020
- Great Places to Work's Best Workplace in Asia, 2020
- Great Places to Work's Best Workplaces in Greater China, 2019
- Crain's Best Places to Work, NYC , eight years in a row
- Adweek Readers' Choice: Best of Tech
- Campaigns Digital Media Awards – Best Use of Data, South China Morning Post (SCMP) and The Trade Desk (Hong Kong)
- MediaPost OMMA Awards 2020, Best B2B Campaign
- Best Overall Technology for Programmatic Trading – The Drum Digital Advertising Awards (U.S.)
- Best Overall AdTech Solution – MarTech Breakthrough Awards
- Best New Product or Service: Buy Side, ExchangeWire
- Grand Prix Award, ExchangeWire
- Marketing Technology Company of the Year at the B&T 2020 Awards in Australia

Product Portfolio



Demand Side Platform

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



Koa™

Powerful artificial intelligence that enhances decisioning so you can extend audience reach and spend more efficiently



Planner

Comprehensive tool for developing data-driven media plans using audience insights and accelerating campaign performance from the start



Data Management Platform

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing audience models for activation



Publisher Management Platform

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third-party deal library



Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market

Philanthropy

Strategic corporate giving partners to  water.org®



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